

ORDER



Orders	Order / Rev:	102318	Primary AE:	Amy McCreary
	Alt Order #:	06819924	Sales Office:	BLPHI
	Product Desc:	NASIT	Sales Region:	National
	Estimate:	1245		
	Flight Dates:	09/18/12 - 09/24/12		
	Original Date / Rev:	05/30/12 / 05/30/12		
	Order Type:	GENERAL		
Agency	Name:	GMMB, Inc./ Washington D.C.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1010 Wisconsin Ave. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Nevadans Against Special Interest Ta		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLI1	Order Separation:	00:15:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PISSTUE, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	66	\$50,550.00	\$42,967.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	66	\$50,550.00	\$42,967.50	0.00
Totals	66	\$50,550.00	\$42,967.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	28%	\$50,550.00
Market	100%	\$180,535.71

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	31%	\$55,966.07
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$28,885.71
KTUD	1%	\$1,805.36
KVU	17%	\$30,691.07
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$12,637.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	09/24/12	M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	3	\$400.00	1	0.00	NM	3	\$1,200.00
M-F 5-6a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
Start Date	End Date	Weekdays		Spots/Week		Rate		Rating							
Week: 09/18/12	09/24/12	MTWTF--		3		\$400.00		0.00							

Order / Rev: 102318
 Alt Order #: 06819924
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Nevadans Against Special Interest Taxal
 Product Desc: NASIT
 Estimate: 1245

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 1	KSNV	09/18/12	09/24/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	3	\$400.001	0.00	NM		3	\$1,200.00											
M-F 5-6a WakeUp w/Wagners																										
WAKE UP WITH THE WAGNERS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/18/12	09/24/12	MTWTF--	3	\$400.00	0.00																					
E 2	KSNV	09/18/12	09/24/12	M-F 6-7a WakeUp w/WagM	6-7a		MTWTF--	:30	3	\$725.001	0.00	NM		3	\$2,175.00											
M-F 6-7a WakeUp w/Wagners																										
WAKE UP WITH THE WAGNERS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/18/12	09/24/12	MTWTF--	3	\$725.00	0.00																					
E 3	KSNV	09/18/12	09/24/12	Today Show	CM	658a-9am	MTWTF--	:30	3	\$900.001	0.00	NM		3	\$2,700.00											
Today Show																										
TODAY SHOW																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/18/12	09/24/12	MTWTF--	3	\$900.00	0.00																					
E 4	KSNV	09/22/12	09/22/12	News 3 Sunrise - SATURDAY	6a-7a		-----S-	:30	1	\$375.001	0.00	NM		1	\$375.00											
News 3 Sunrise SATURDAY																										
NEWS 3 AT SUNRISE																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/17/12	09/23/12	-----S-	1	\$375.00	0.00																					
E 5	KSNV	09/23/12	09/23/12	News 3 Sunrise - SUNDAY	6a-7a		-----S	:30	1	\$375.001	0.00	NM		1	\$375.00											
News 3 Sunrise SUNDAY																										
NEWS 3 AT SUNRISE																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/17/12	09/23/12	-----S	1	\$375.00	0.00																					
E 6	KSNV	09/23/12	09/23/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$500.001	0.00	NM		1	\$500.00											
News 3 Today																										
NEWS 3 TODAY/WKEND																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/17/12	09/23/12	-----S	1	\$500.00	0.00																					
E 7	KSNV	09/18/12	09/24/12	M-F Today Show II 3rd IBM	9-10a		MTWTF--	:30	3	\$425.001	0.00	NM		3	\$1,275.00											
M-F Today Show II																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/18/12	09/24/12	MTWTF--	3	\$425.00	0.00																					
E 8	KSNV	09/18/12	09/24/12	M-F Today Show III 4th IBM	10am-11am		MTWTF--	:30	3	\$325.001	0.00	NM		3	\$975.00											
Today 4th Hour																										
TODAY SHOW III																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/18/12	09/24/12	MTWTF--	3	\$325.00	0.00																					
E 9	KSNV	09/18/12	09/24/12	Rachael Ray	CM	11am-12pm	MTWTF--	:30	3	\$325.001	0.00	NM		3	\$975.00											
Rachael Ray																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/18/12	09/24/12	MTWTF--	3	\$325.00	0.00																					
E 10	KSNV	09/18/12	09/24/12	Noon News	CM	12-1230pm	MTWTF--	:30	3	\$425.001	0.00	NM		3	\$1,275.00											
Noon News																										
NEWS 3 AT NOON																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/18/12	09/24/12	MTWTF--	3	\$425.00	0.00																					
E 11	KSNV	09/18/12	09/24/12	The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	3	\$325.001	0.00	NM		3	\$975.00											
The Agenda 1230pm																										
NEWS 4: THE AGENDA																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/18/12	09/24/12	MTWTF--	3	\$325.00	0.00																					
E 12	KSNV	09/18/12	09/24/12	Days of our Lives	CM	1258p-2pm	MTWTF--	:30	3	\$425.001	0.00	NM		3	\$1,275.00											
Days of our Lives																										
DAYS OF OUR LIVES																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/18/12	09/24/12	MTWTF--	3	\$425.00	0.00																					
E 13	KSNV	09/18/12	09/24/12		CM	2pm-3pm	MTWTF--	:30	3	\$325.001	0.00	NM		3	\$975.00											

Order / Rev: 102318
 Alt Order #: 06819924
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Nevadans Against Special Interest Taxat
 Product Desc: NASIT
 Estimate: 1245

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
The Doctors The Doctors															
THE DOCTORS															
Start Date <u>Week: 09/18/12</u> End Date <u>09/24/12</u> Weekdays <u>MTWTF--</u> Spots/Week <u>3</u> Rate <u>\$325.00</u> Rating <u>0.00</u>															
E 14	KSNV	09/18/12	09/24/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$450.001	0.00	NM	3	\$1,350.00	
DR. PHIL															
Start Date <u>Week: 09/18/12</u> End Date <u>09/24/12</u> Weekdays <u>MTWTF--</u> Spots/Week <u>3</u> Rate <u>\$450.00</u> Rating <u>0.00</u>															
E 15	KSNV	09/18/12	09/24/12	News 3 at 4 News 3 at 4	CM	4-430p	MTWTF--	:30	3	\$725.001	0.00	NM	3	\$2,175.00	
FIRST NEWS 3 AT FOUR															
Start Date <u>Week: 09/18/12</u> End Date <u>09/24/12</u> Weekdays <u>MTWTF--</u> Spots/Week <u>3</u> Rate <u>\$725.00</u> Rating <u>0.00</u>															
E 16	KSNV	09/18/12	09/24/12	News 3 at 430pm News 3 at 4:30PM	CM	430-5pm	MTWTF--	:30	3	\$725.001	0.00	NM	3	\$2,175.00	
NEWS 4 AT 430P															
Start Date <u>Week: 09/18/12</u> End Date <u>09/24/12</u> Weekdays <u>MTWTF--</u> Spots/Week <u>3</u> Rate <u>\$725.00</u> Rating <u>0.00</u>															
E 17	KSNV	09/18/12	09/24/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	4	\$1,200.001	0.00	NM	4	\$4,800.00	
EARLY NEWS															
Start Date <u>Week: 09/18/12</u> End Date <u>09/24/12</u> Weekdays <u>MTWTF--</u> Spots/Week <u>4</u> Rate <u>\$1,200.00</u> Rating <u>0.00</u>															
E 18	KSNV	09/22/12	09/22/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$675.001	0.00	NM	1	\$675.00	
KSNV EARLY NEWS															
Start Date <u>Week: 09/17/12</u> End Date <u>09/23/12</u> Weekdays <u>-----S-</u> Spots/Week <u>1</u> Rate <u>\$675.00</u> Rating <u>0.00</u>															
E 19	KSNV	09/18/12	09/24/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	3	\$1,300.001	0.00	NM	3	\$3,900.00	
JEOPARDY															
Start Date <u>Week: 09/18/12</u> End Date <u>09/24/12</u> Weekdays <u>MTWTF--</u> Spots/Week <u>3</u> Rate <u>\$1,300.00</u> Rating <u>0.00</u>															
E 20	KSNV	09/18/12	09/24/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	3	\$1,300.001	0.00	NM	3	\$3,900.00	
WHEEL OF FORTUNE															
Start Date <u>Week: 09/18/12</u> End Date <u>09/24/12</u> Weekdays <u>MTWTF--</u> Spots/Week <u>3</u> Rate <u>\$1,300.00</u> Rating <u>0.00</u>															
E 21	KSNV	09/22/12	09/22/12	Weekend Jeopardy/Whe WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$525.001	0.00	NM	1	\$525.00	
JEOPARDY/ WHEEL OF FORTUNE															
Start Date <u>Week: 09/17/12</u> End Date <u>09/23/12</u> Weekdays <u>-----S-</u> Spots/Week <u>1</u> Rate <u>\$525.00</u> Rating <u>0.00</u>															
E 22	KSNV	09/19/12	09/19/12	Wed PR 9-10p Wednesday Prime 9-10pm	CM	9-10pm	--W----	:30	1	\$3,000.001	0.00	NM	1	\$3,000.00	
ROCK CENTER															
Start Date <u>Week: 09/17/12</u> End Date <u>09/23/12</u> Weekdays <u>--W----</u> Spots/Week <u>.1</u> Rate <u>\$3,000.00</u> Rating <u>0.00</u>															
E 23	KSNV	09/21/12	09/21/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	----F--	:30	1	\$2,600.001	0.00	NM	1	\$2,600.00	
DATELINE NBC															
Start Date <u>Week: 09/17/12</u> End Date <u>09/23/12</u> Weekdays <u>----F--</u> Spots/Week <u>1</u> Rate <u>\$2,600.00</u> Rating <u>0.00</u>															
E 24	KSNV	09/22/12	09/22/12	Sat PR 10-11p Saturday Prime 10-11pm	CM	10-11pm	----S-	:30	1	\$1,200.001	0.00	NM	1	\$1,200.00	
LAW & ORDER: SVU															
Start Date <u>Week: 09/17/12</u> End Date <u>09/23/12</u> Weekdays <u>----S-</u> Spots/Week <u>1</u> Rate <u>\$1,200.00</u> Rating <u>0.00</u>															
E 25	KSNV	09/23/12	09/23/12		CM	7-10pm	-----S	:30	1	\$1,600.001	0.00	NM	1	\$1,600.00	

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
News 3 Live in Prime																										
News 3 in Prime																										
NEWS AFTER NFL																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/17/12	09/23/12	-----S	1	\$1,600.00	0.00																					
E 26	KSNV	09/18/12	09/24/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00											
M-F News 3 at Eleven																										
NEWS 3 NIGHTSIDE																										
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Week: 09/18/12	09/24/12	MTWTF--	3	\$1,200.00	0.00																					
E 27	KSNV	09/22/12	09/22/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00											
Sa-Su News 3 at Eleven																										
NEWS 3 NIGHTSIDE																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/17/12	09/23/12	-----S-	1	\$1,100.00	0.00																					
E 28	KSNV	09/18/12	09/24/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00											
Tonight Show																										
TONIGHT SHOW W/ JAY LENO																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/18/12	09/24/12	MTWTF---	3	\$500.00	0.00																					
E 29	KSNV	09/22/12	09/22/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00											
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Week: 09/17/12	09/23/12	-----S-	1	\$1,400.00	0.00																					
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